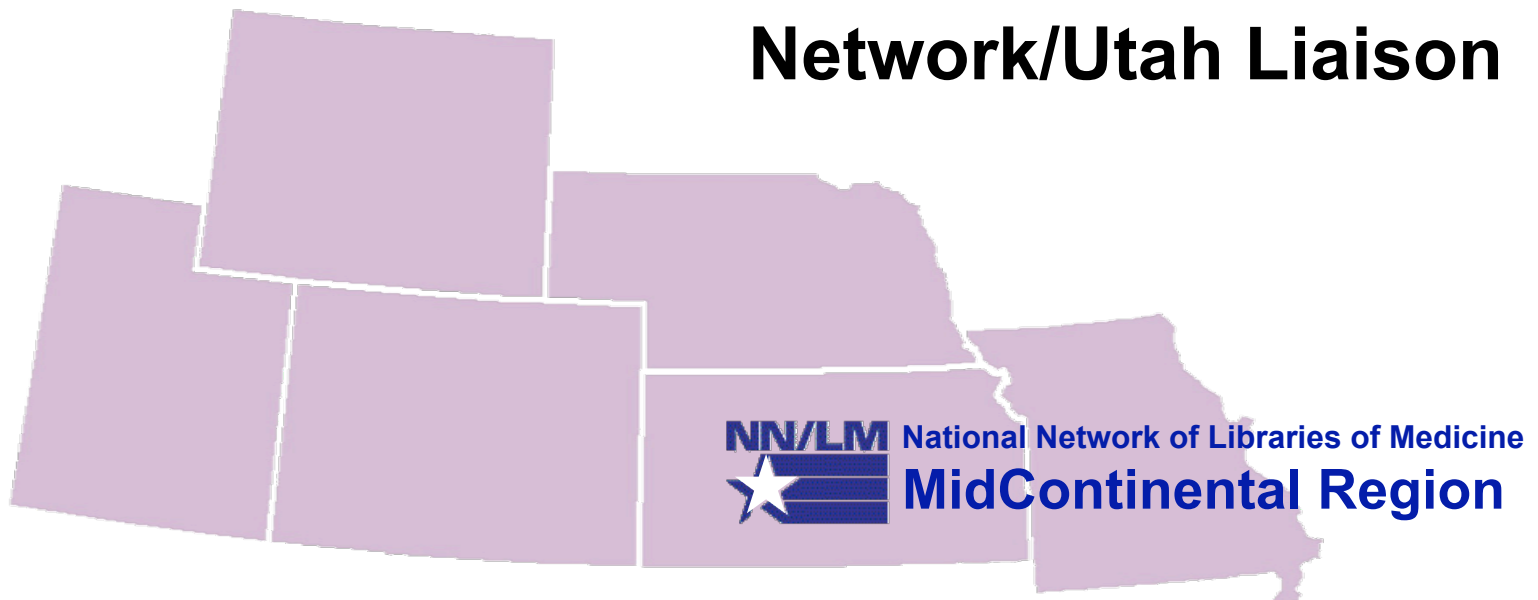


Librarians are from Venus, Vendors are from Mars

John Bramble
Network/Utah Liaison



Timeline – Session 1

Session 1

0:00 - 0:15 | Introductions & Timeline

0:15 - 0:20 | Learning Objectives

0:20 - 0:45 | Story time

0:45 - 1:15 | Communicate & Negotiation

1:15 - 1:25 | Homework and teams

1:25 - 1:30 | Questions



Next Session Last Thursday of the month

Next Class

- **Team Presentations**
- **Contracts**
- **Other resources**
- **Questions & Evaluation**



Learning Objectives

- 1. Learn from the past...learn from others**
- 2. Communicate!**
- 3. Be assertive Be Reasonable**

Stories

- **1 Good**
- **1 Not so good, bad, or horrible**
- **Finish each story with**
 - What you would do again
 - What you would NOT do again

Communicate! Understand each other!

- **Vendors are NOT trying to cheat you!**

Communicate! Understand each other!

“Consistent communication”

“If you will really listen..”

“The follow-up involves taking the necessary steps”

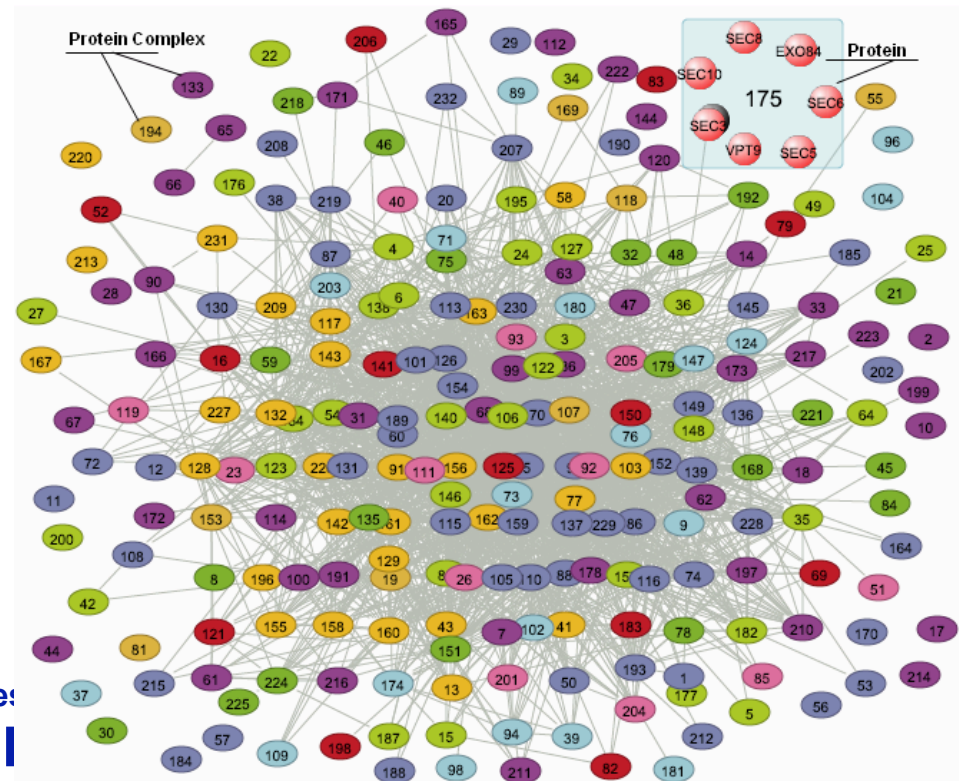
“...you can cause them [the buyer] to emotionally own it”

“Negotiations is one of the last significant areas in sales that remains largely unmanaged”



Communicate! Understand each other!

- Complex online world
- Pressure for both buyers & sellers



Communicate!

- What is your job?
- What is the Vendors job?



Communicate!

- **Be Assertive!**
- **Be Reasonable!**

Communicate!

- **Document EVERYTHING!**
- **DON'T EVER assume**
- **Lingo: know it, use it!**
 - (Ask if you don't know)

Communicate!

■ Good Librarian Behavior

- Be civil, be professional
- Be a good customer (you are NOT always right!)
- Do your homework
- Appropriately demanding and strategically pleasant



Communicate! Working with sales reps

- Keep your appointment
- Be on time
- Let them know how and where to find you
- Give them time
- Let your staff know
- If you cancel...give lots of time.

Communicate!

■ Joint areas of responsibilities

- Vendor provides you with contact information
 - Librarian keeps this information at the ready
- Vendor responds quickly to problem
 - Librarian reports any problem ASAP
- Vendor has personnel who can fix problems
 - Librarian needs to be able to articulate problem



Communicate!

■ Vendor Behavior...red flags

- No response
- “We can’t do that”
- “I can’t give you my name or no out going calls”
- “Don’t know what you are talking about”
- Can’t figure out the problem

Communicate! Working with sales reps

- **New sales reps or sales of new products**
 - No means “no”.
 - By appointment only
 - Ask for a new sales rep is okay
 - When they go around the gatekeeper

Communicate! Working with sales reps

- Use your sales rep help solve problems

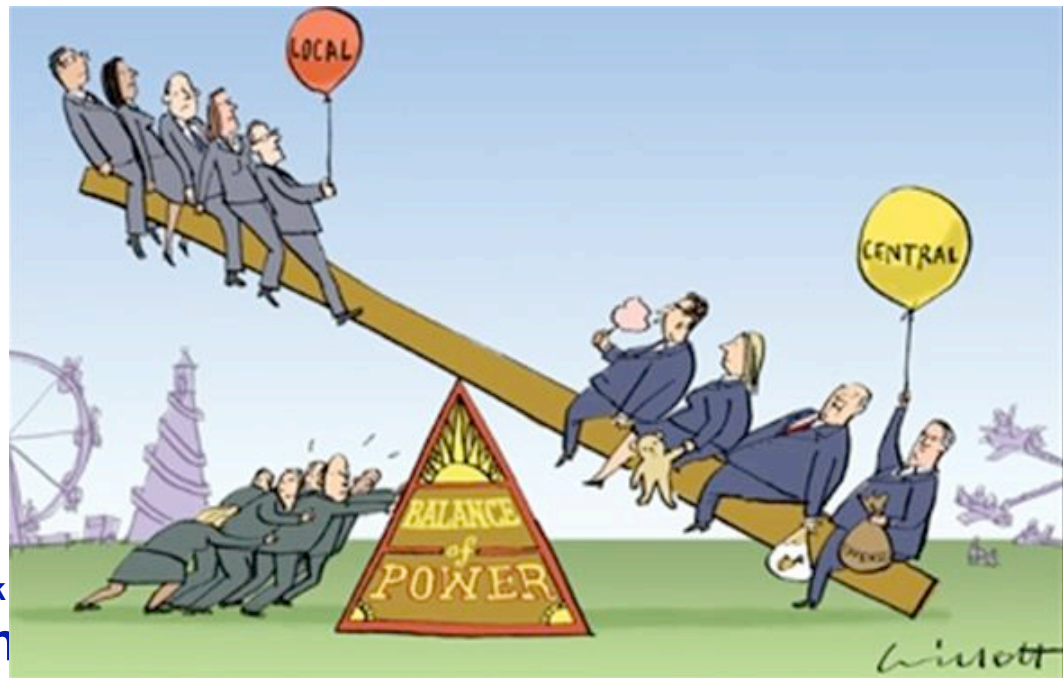
“Good salespeople are problem solvers”

– Dave Kahle

- Be prepared to be specific

Communicate! Working with sales reps

- Balance of power



Presentations

- Method for keeping organize
- Meet with your teammate (1 hour)
- 4-5 minutes



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Questions?

Questions?

Contact me!

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